

# BUSINESSPLAN

INCOMEGENERATINGACTIVITY-Handloom

by

Jai Devta banshira -Self Help Group



SHG/CIGName	::	Jai Devta banshira
VfdsName	::	Dushad
Range	::	Sainj
Division	::	Seraj

Preparedunder:



Project for Improvement of Himachal Pradesh Forest  
Ecosystems Management & Livelihoods (JICA Assisted)



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## 1. **Introduction**

Shawl and Stall, socks, mufflers, scarf, caps, gloves etc. is a common household activity mainly among the women in rural India. Most of the women are well conversant with this income generating activity and they do it apply in their free time and as well while doing other household works. The women in this SHG are already in activity to meet the need of their family members. Now the members have chosen this activity as income generating activity so that they can earn extra money to meet their expenses and raise some saving also for the difficult times. A group of 11 women of different age group came together to form a SHG under JICA project and decided to craft a business plan which can help them to take this income generating activity in collective manner and raise their additional income.

## 2. **Background**

Handloom center by Jai Devta Banshira SHG will be located at village Dushad P.O. Dhaughi Tehsil Sainj Distt. Kullu HP. The total household in village 195 is small village surrounding 4 to 5 smal villages. This centre will provide excellent service and guide to the customers about what suits them the best to provide them the product that mark the highest level of satisfaction and comfort for them.



### 3. Description of SHG/CIG

2.1	SHG/CIG Name	::	Jai Devta Banshira
2.2	VFDS	::	Dushad
2.3	Committee	::	Dushad
2.4	Range	::	Sainj
2.5	Division	::	Seraj
2.6	Village	::	Dushad
2.7	Block	::	Banjar
2.8	District	::	Kullu
2.9	Total No . of Members in SHG	::	11-females
2.10	Date of formation	::	09-02-22
2.11	Banka/c No.	::	50074588877
2.12	Bank Details	::	KCC Sainj
2.13	SHG/CIG Monthly Saving	::	100
2.14	Total saving	::	6000
2.15	Total inter-loaning	::	
2.16	Cash Credit Limit	::	--
2.17	Repayment Status	::	--



**4. BeneficiariesDetail:**

S.No	Name of Candidate	Daughter/Husband Name	Category	Contact No	Designation
	Shanta Devi	Ses Ram	General	9816459071	President
	Tanisha Devi	Tikam Ram	General	981649071	Secretary
	Menka Devi	Bhole Ram	General	7807802050	Treasurer
	Dehri Devi	Dev Ram	General	9882673348	Member
	Shushma Devi	Narender Thakur	General	9816775607	Member
	Durga Devi	Bihari Lal	General	8219295843	Member
	Amlu Devi	Khair Singh	General	9882168567	Member
	Durga Devi	Tharvan Lal	General	7876135053	Member
	Shubdra Devi	Ses Ram	General	9882643557	Member
0	Vidya Devi	Thakur Das	General	9882643493	Member
1	Sarla Devi	Hem Raj	General	7807685227	Member



## 5. Geographical details of the Village:

3.1	Distance from the District HQ	::	66 Km
3.2	Distance from Main Road	::	$1\frac{1}{2}$ Km
3.3	Name of local market & distance	::	Sainj 15 km
3.4	Name of main market & distance	::	Kullu, 56km
3.5	Name of main cities & distance	::	Sainj, 15km Bhuntar, 45
3.6	Name of places/locations where Product will be sold/ marketed	::	Sainj, Kullu

## 6. Management

Handloom centre by Garga Rishi SHG has 10 women members and they will have individual Handloom machines and will hire a room in the village to execute their plan and work in a collective manner. Before the start of the actual work in the centre all the members will be imparted a short term capsule course for training them in Handloom under some professional trainers.

## 7. Primary Action Plan

The members of this SHG have very clear vision of this IGA and after careful and thoughtful discussion within the group decided to take up this activity for additional income. The members are doing this activity in isolation but now they have joined hands to venture into this activity at a bit larger scale and in a planned manner. The division of labour between the members has been planned carefully so that each contributes towards strengthening the IGA and resulting the additional money into their pockets.

## 8. Customers

The primary customers of the centre will mostly be local people around village Dushad but later on this business can be scaled up by catering to small townships.



### 9. Target of the centre

The centre primarily aims to provide excellent high class Handloom service to the residents of Dushad village in particular and all other residents of nearby villages.

This centre will ensure to become the outmost Handloom centre with quality work in its area of operation in coming years.

### 10. The reason to start this business

Due to the prior experience of the members of this SHG who are already doing same work here and there this IGA has been selected and therefore the SHG is starting this business. This is an effort to combine the skill of various members and scale up their activity to earn more livelihoods.

### 11. SWOT Analysis

#### ❖ Strength

- ➔ Activity is being all ready done by some SHG members
- ➔ Raw material easily available from near by markets
- ➔ Manufacturing process is simple
- ➔ Proper pack & easy to transport
- ➔ Other family members will also cooperate with beneficiaries
- ➔ Product self-life is long

#### ❖ Weakness

- ➔ Lack of technical know-how

#### ❖ Opportunity

- ➔ Increasing demand for good products

#### ❖ Threats/Risks

- ➔ Competitive market
- ➔ Level of commitment among beneficiaries towards participation in training /capacity building & skill up-gradation



## 12. Machinery, tools and other requirements

The traditional Handloom along with the mechanical Handloom will go hand in hand so that a value product is made available for marketing and making it competitive both in quality and price tag. Some of the items will be produced in traditional manner and others in mechanical manner depending upon the demand in the targeted area. The following machinery and tools need to be procured.

A. CAPITAL COST				
Sr. No.	Particulars of Machinery.	Quantity	Rate per unit	Total Amount
1	Handloom Machine 60Inch	11	16000	176000
2	Charka	11	2000	22000
3	Scissors	5	400	2000
	Total capital cost=			200000

B. Recurring cost				
Sr. No.	Particulars	Unit	Rate	Amount
1.	Room rent	Per month	2000	2000
2.	Water & electricity	Per month	1000	1000
3.	Handloom wool of Different color and quality	L/S	80000	80000
Total Recurring cost				83000



### 13. Total production and sale amount in month

Since it is an additional activity in the SHG apart from their routine household work the outcome will be proportionate to the working hours of each member. It is always better initially to keep the production on conservative side which can always be scaled up with passage of time and work experience. Therefore, it is presumed that each member will produce one item (Shawl & Stall) per day as finally finished product and daily 33 items can be made available for sale. Keeping in view this production rate of approximately 990 finished items will be ready for sale in one month. As beginner the item rate on an average if presumed Rs.800 each therefore the total income per month is worked as under:

Particulars	Total Amount (Rs.)	Project Contribution (50%)	SHG contribution (50%)
Total capital cost	200000	100000	100000
<b>Recurring cost</b>			
10% depreciation on capital cost/month	1666		1666
Other expenditure per month	83000	-nil-	83000
<b>Total</b>	<b>284666</b>		<b>184666</b>

Total sale in a month  $(990 \times 800) = 792,000$

Total expenditure in first month = **284666**

However this amount can safely be deducted from the expenditure column and the net income can be re-cast again. More over the members of SHG will be doing the job collectively therefore their wages have not been taken into account. The net income at the end of the month is re-cast as under:



<u>Capital cost</u>		
Particulars	Amount	SHG contribution
Capital cost	200000	100000
<u>Recurring expenditure</u>		
i) 10% depreciation on capital cost per month	1666	
i) Other expenditure on material cost etc.	83000	
Total	284666	
Total cost	201666+83000=284666	
Total sale in 1 <sup>st</sup> month	792000	
Net profit L/S	507334	

\*Profit will Depend upon the working of SHG

#### 14. Fundflowinthegroup:

Sr.No.	Particulars	Total Amount (Rs)	Project contribution	SHG contribution
1	Total capital cost	200000	100000	100000
2	Total Recurring Cost	83000	0	83000
3	Trainings	40000	40000	0
	<b>Total</b>	<b>323000</b>	<b>140000</b>	<b>183000</b>

#### Note-

- **Capital Cost**-75% of the total capital cost will be borne by the Project
- **Recurring Cost**-The entire cost will be borne by the SHG/CIG.
- **Trainings/capacitybuilding/skillup-gradation**-Total cost to be borne by the Project



#### 15. Sources of funds and procurement:

Project support;	<ul style="list-style-type: none"><li>• 75% of capital cost will be utilized for purchase of machines.</li><li>• Upto Rs. 1 lakh will be parked in the SHG bank account as a revolving fund.</li><li>• Trainings/ capacity building/ skill up-gradation cost.</li></ul>	Procurement of machines will be done by respective DMU/FCCU after following all codal formalities.
SHG contribution	<ul style="list-style-type: none"><li>• 25% of capital cost to be borne by SHG.</li><li>• Recurring cost to be borne by SHG</li></ul>	

#### 16. Trainings/capacity building/skill up-gradation

Trainings /capacity building/skill up-gradation cost will be borne by project.

Following résumé trainings/capacity building/skill up-gradation proposed/needed:

- Teamwork
- Quality control
- Packaging and Marketing
- Financial Management

#### 17. Loan Repayment Schedule-

18. If the loan is availed from bank I will be in the form of cash credit limit and for CCL there is no repayment schedule; however, the monthly saving and repayment receipt from members should be routed through CCL.

- In CCL, the principal loan outstanding of the SHG must be fully paid to the banks once a year. The interest amount should be paid on a monthly basis.
- In term loans, the repayment must be made as per the repayment schedule in the banks.



#### 19. **Monitoring Method–**

- Social Audit Committee of the VFDS will monitor the progress and performance of the IGA and suggest corrective action if need be to ensure operation of the unit as per projection.
- SHG should also review the progress and performance of the IGA of each
- member and suggest corrective action if need be to ensure operation of the unit as per projection.



## GroupmembersPhotos-



Amu Devi



Vidya Devi



Shushma devi



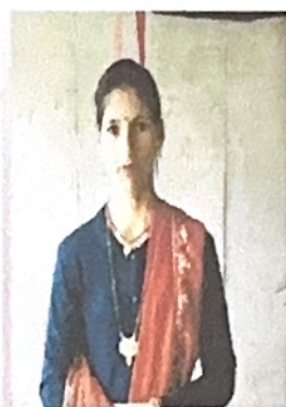
Durga Devi



Serla Devi



Shanta Devi



Tanisha Devi



Durga Devi



Dehri Devi



Manka Devi



Subadhra Devi

Prepared by SMS-Akash Gupta

FTU Coodinator-Phoola Thakur



### समुह का सहमति पत्र

दिनांक 31.01.2022 को जय देवता बनषीरा स्वयं सहायता समूह की बैठक हुई। बैठक प्रधान श्री झाबे राम की अध्यक्षता में हुई जिसमें समूह के सदस्यों ने सर्वसहमति से निर्णय लिया की आय बढ़ाने के लिए हथकरघा का कार्य करने के लिए हिमाचल प्रदेश वन परिस्थितिकी तन्त्र प्रबन्धन और आजिविका सुधार प्रयोजना (जाईका) से जुड़ने की सहमति प्रधान करते हैं।

समुह के सदस्यों का विस्तृत विवरण निम्नलिखित दिया जाता है:-

क्रम संख्या	लामार्थी का नाम व पता	पद	आयु	लिंग	योग्यता	श्रेणी	सम्पर्क	हस्ताक्षर
1	शान्ता देवी पत्नी श्री सेस राम	प्रधान	35	स्त्री	8वीं	सामान्य	9816459071	Shanta
2	तनीषा देवी पत्नी श्री टिकम राम	सचिव	35	स्त्री	5वीं	सामान्य	7807802050	तनीषा देवी
3	मेनका देवी पत्नी श्री भोले राम	कोषध्यक्ष	36	स्त्री	10वीं	सामान्य	9882673348	Meenaka
4	डेहरी देवी पत्नी श्री देव राम	डप-प्रधान	26	स्त्री	12वीं	सामान्य	9816775607	Dehari
5	सुषमा देवी पत्नी श्री नरेन्द्र कुमार	सदस्य	29	स्त्री	बी0ए0	सामान्य	8219295843	Shuma
6	दुर्गा देवी पत्नी श्री विहारी लाल	सदस्य	39	स्त्री	12वीं	सामान्य	9882168567	Durga Devi
7	अमलु देवी पत्नी श्री केहर सिंह	सदस्य	37	स्त्री	5वीं	सामान्य	7876138053	अमलु देवी
8	दुर्गा देवी पत्नी श्री धर्वन लाल	सदस्य	48	स्त्री	4वीं	सामान्य	9882643557	दुर्गा देवी
9	सुमद्रा देवी पत्नी श्री रोशन लाल	सदस्य	48	स्त्री	5वीं	सामान्य	9882643493	सुमद्रा देवी
10	विद्या देवी पत्नी श्री ठाकर दास	सदस्य	40	स्त्री	10वीं	सामान्य	7807685227	Vidya Devi
11	सरला देवी पत्नी श्री हेम राज	सदस्य	20	स्त्री	5वीं	सामान्य	6230734101	Sarla Devi



प्रधान *Shale Dev*  
ग्रामीण वन विकास समिति  
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Signature of VFDs Pradhan

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Signature of VFDs Secretary

*Shant Dev*  
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समूह भूशल, ग्रा. पं. दुशाहड,  
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Signature of SHG Pradhan

*लक्ष्मी देवी*  
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समूह भूशल, ग्रा. पं. दुशाहड,  
वि.ख. बन्जार, जिला कुल्लू (हि.प्र.)

Signature of SHG Secretary

*Handu Singh* F.U.D.  
Signature of Forest Guard

*Handu Singh*  
Signature of B.O.  
Block Forest Office  
Sainj Block

*Handu Singh*  
Signature of R.O.  
Range Forest Office  
Sainj Forest Range

*Handu Singh*  
DMU Seraj

DMU-Seraj